

**SCOTTSDALE PRIDE COMMITTEE
7447 EAST INDIAN SCHOOL ROAD, SCOTTSDALE, ARIZONA
THIRD FLOOR PLANNING CONFERENCE ROOM
JULY 11, 2002**

MINUTES

PRESENT: Al Beasley, Chairman
Cathy Zebarth, Vice Chairperson
Gary Bretz
Richard Gayle
Steven Lichtblau
Susan Jorge
Kristina LaJeunesse
Lisa Haskell
Jim Pompe
Sonnie Stevens
Anne Wurth

ABSENT: Dennis Graves
Debbie Fuller
Brian Webber
Dominick Spatafora

STAFF: Joanie Mead

CALL TO ORDER

Chairman Beasley called the regular meeting of the Scottsdale Pride Committee to order at 5:40 p.m.

WELCOME & INTRODUCTION OF NEW MEMBERS

Chairman Beasley welcomed and introduced Richard Gayle and Anne Wurth as the newly appointed committee members. He stated Dominick Spatafora has also been appointed to the Committee. He further stated Mr. Spatafora was here earlier this evening but had a class to teach and was not able to stay.

APPROVAL OF THE MINUTES

Ms. Stevens requested corrections to the June meeting minutes. She stated there was a typo and Mr. Lichtblau's name was misspelled. On page one, should read *a seed* not *an seed*.

A Motion was made by Ms. Stevens to approve the minutes of the June meeting as amended. The Motion was seconded by Mr. Lichtblau and passed unanimously.

SUBCOMMITTEES

Development

Ms. LaJeunesse remarked the Development Committee did not have anything to report this month.

Public Relations/Marketing

Chairman Beasley stated Mr. Spatafora has expressed an interest in serving on the Public Relations/Marketing Committee.

Mr. Pompe stated the committee has decided to focus on working with the City's video productions department to develop and produce a 30-second commercial for Treasures 'N Trash. The committee is targeting this video to try to get as many students and adults, companies and organizations involved in Treasures 'N Trash as possible. To promote beyond the City Channel, they would need to seek out companies or individuals who would be willing to support the costs associated with getting this advertising video on any of the local TV stations. The Committee would like to increase the number of participants in this year's Treasures 'N Trash and hopefully the video will help.

Education/Outreach

Ms. Stevens stated the committee continues to work on the Adopt 'A' Road Program. She further stated their next meeting is scheduled for July 18th.

Chairman Beasley presented an overview of the Adopt 'A' Road Program for the benefit of the new members.

NEW BUSINESS

Treasures 'N Trash Project Planning

Chairman Beasley presented a brief overview of the Treasures 'N Trash event. He stated the staging areas that were used last year are as follows:

Indian School Park as the south location
Scottsdale Bible Church as middle location
AJ's at Pinnacle Peak as the north location

He inquired if the Committee wanted to keep the same locations. The consensus of the Committee was that they would use the same locations but at the south location, they would move the canopies closer to the road.

Ms. Mead presented the Committee with a list of businesses that were contacted in the past for contributions to Treasures 'N Trash.

The Committee discussed that people who do not enjoy contacting businesses for contributions could participate in other Treasures 'N Trash activities. The Committee divided the list up and members agreed to call a portion of the list. The Committee also discussed when receiving gift certificates it is better to have several lower value gift certificates than one larger value so there are more to give out. It was noted that they could solicit power bars doughnuts, coffee or any other food items they can give to the volunteers at the staging areas.

Ms. Mead stated she would provide the Committee members with a letter they can use when contacting corporate sponsors.

Chairman Beasley remarked they could start contacting the businesses immediately.

Mr. Lichtblau stated he has found that if the Committee members carry their cards with them when they go out to dinner in Scottsdale, they can solicit prizes at that time.

Mr. Lichtblau stated last year there were several students who wanted a civic volunteer certificate for participating in the event. He suggested they could have them available at each of the staging areas and they could just fill in the student's name. Mr. Pompe stated he would like to see the Committee target more students. Ms. Mead noted the students must be 12 years old or older because of liability issues.

Chairman Beasley reported this year's event will be held on Saturday, October 26th and is held in conjunction with National Make a Difference Day.

The Committee discussed using a bus to take members of the City Council members around during the event. Mr. Bretz stated he could get a 12-passenger bus. Ms. Mead stated they would need to contact the City Council and invite them to participate. She further stated the Council has a lot of events to attend so she was not sure how much time they could spend at the event.

Chairman Beasley stated that within the next couple of weeks, they would be putting together photo and video clips for the Treasures 'N Trash commercials.

Chairman Beasley stated in the past the Committee had made and sold trash pickup sticks. He further stated he has heard from the litter pickup people that they prefer the trash tongs. The Committee discussed the possibility of contacting hardware stores to donate the trash tongs and sell them at the event.

Ms. Stevens presented information on the Adopt 'A' Road program. She reported they are encouraged to do three clean ups a year and the fourth clean up is the Treasures 'N Trash event.

Chairman Beasley inquired if someone would volunteer to do the map. Ms. Stevens stated she would get a map.

Chairman Beasley stated that they need to start working on the media packet. Ms. Zebarth reported in the August and September utility bill there would be a blurb regarding Treasures 'N Trash. There would also be information on the event on the City's phone system hold line. Information on the event has also been put on the City Calendar. She added pre-releases have been sent out.

Ms. Mead stated the Committee would need to paint gold rocks because there are not many left from last year. Ms. Haskell stated her condominium complex has rocks available that could be used for this event.

Ms. Mead inquired if the Committee wanted to approach the Neighborhood Enhancement Commission to fund the T-shirts. She reported the Committee could make that request at their August 7th meeting. The consensus of the Committee was they would request the funds for the T-shirts from the Neighborhood Enhancement Committee. Chairman Beasley stated he would try to attend that meeting.

Ms. Mead inquired if they wanted to contact the Boys and Girls Club to participate in the T-shirt contest again this year. The consensus of the Committee was that they would follow the same contest format as they have in the past.

Ms. Stevens suggested having Ms. Fuller organize the event with the Boys and Girls Club.

The Committee suggested having the Mayor or City Council member; someone from the Boys and Girls Club Board, artist from the community and committee members judge the T-shirt contest. Mr. Pompe and Ms. Haskell volunteer to be judges.

The Commission discussed selecting the contest winner around the 15th of August.

Ms. Mead stated last year Mr. Webber contacted the Tribune to cover the T-shirt contest and she would contact him to see if he would be willing to take that job on again this year.

Ms. Mead reported the Committee could not advise businesses they could write this off as a tax deduction because they don't know. They can advise them to look into it. They can give the businesses the City's tax number.

The Committee determined the next meeting would be held on August 8th.

ANNOUNCEMENTS

Ms. Mead handed out the new Committee list. She also passed out a copy of the Citizen & Neighborhood Resources guide.

Ms. Mead reported the next Boards and Commissions Orientation is scheduled for September 20th.

ADJOURNMENT

With no further business to discuss, the regular meeting of the Scottsdale Pride Committee was adjourned at 7:10 p.m.

Respectfully Submitted,

"For the Record" Court Reporters